

Elderly Subcommittee

Chair, Deborah Hamilton, Commission on Aging and Retirement Education

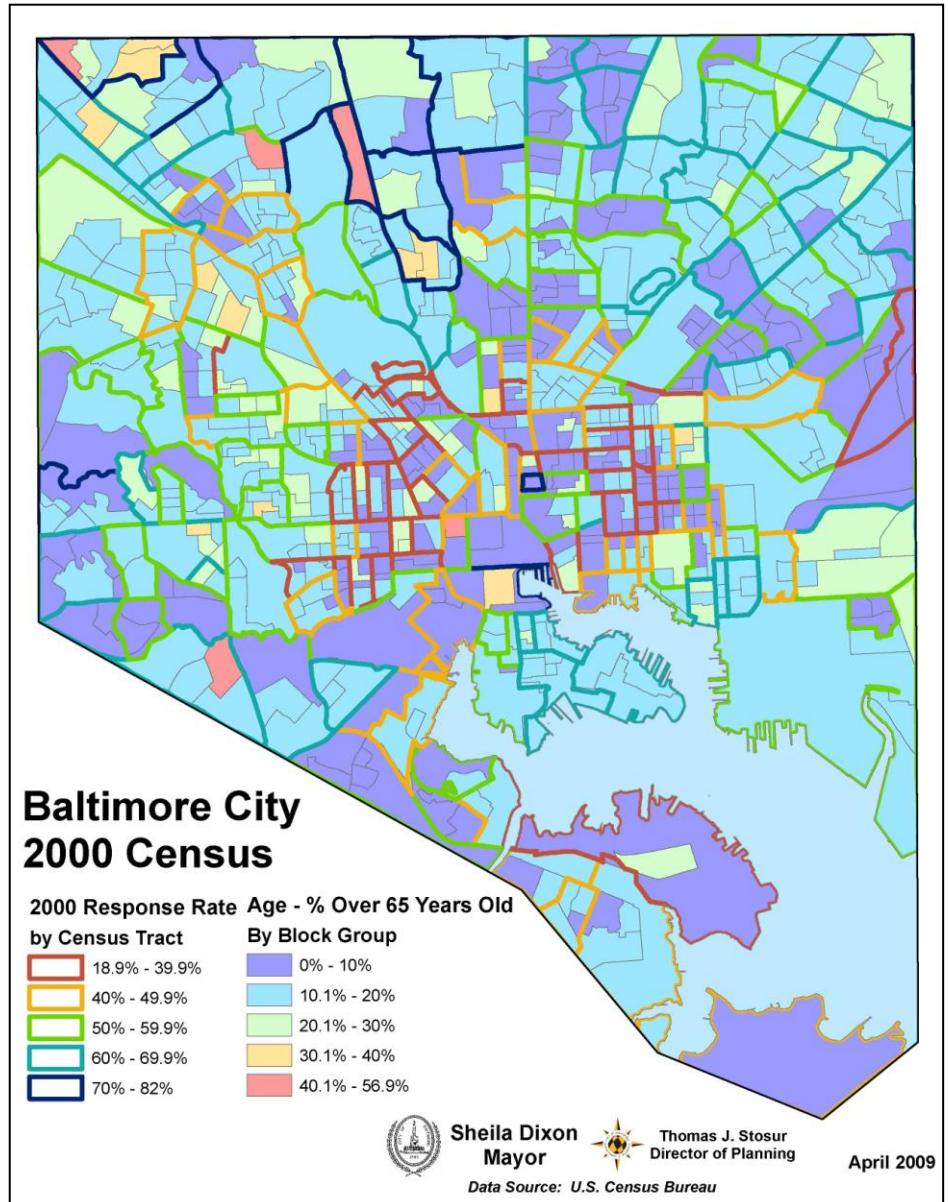
WHO

Elderly residents of Baltimore city compose the target audience for the Census 2010 CCC. There were 84,650 people 65 years of age and older in the 2000 census. They made up approximately 13.2% of the population of Baltimore city. Elderly residents live in private residences, public housing, retirement communities, nursing homes and rehabilitation centers. Elderly residents with medical conditions and disabilities are considered hard to count because of their lack of mobility and special needs. Many of the programs that provide services to elderly residents are directly based on formula-funding calculations. The City has several senior and assisted-living facilities that will be captured in the group quarters enumeration.

HOW

While elderly residents may be willing to fill out the Census form, they may need

assistance to complete and return the questionnaire. It is critical to send a message to elderly residents not to fill out the form online or provide any personal information such as bank account or social security numbers. Outreach to the elderly community can take place through civic engagement and raising awareness.



Send messages from different yet trusted points of contact

- Develop a census flyer for seniors (larger print, simplify). This should include a fact about the senior population.
- Present 5-10 minute census promotions at nursing homes and senior centers.
- Attach census newsletters to nursing home newsletters.
- Attach census newsletters to CARE mailings.
- Develop contacts at AARP, Social Security Administration.
- Develop contacts at public housing, senior citizen subcommittees and tenant councils.
- Use census bags, magnets, pencils and buttons as promotional items.
- Provide census DVD to elderly committees.

Raising awareness

- Identify key leaders in communities to spread the word about the Census.
- Demonstrate how the census complete count determines the amount of funding for senior programs and services in Baltimore city.
- Identify a spokesperson that will reach out to these specific communities.
- Participate in community events to promote the Census.
- Provide census training to case managers so they can raise individualized awareness on their daily job assignments

WHEN

The Commission on Aging and Retirement Education (CARE) will submit their calendar of upcoming events. Census materials can be distributed at these events.

- Interagency Committee meeting at CARE
- Roll Up Your Sleeves event at the Hippodrome on October 30
- Caregivers forum on November 7
- Flu shot locations

WHERE

CARE submitted a list of senior centers and nutrition sites that are currently being contacted to determine if they may be used as Questionnaire Assistance Centers (QAC) and Be Counted sites for residents needing assistance completing the questionnaire. In addition to the senior centers and nutrition sites, some other places that elderly citizens frequent include:

- Medical centers (University of MD, Johns Hopkins, Bon Secours Hospital, Good Samaritan Hospital, Mercy Medical Center, Sinai Hospital)
- Food markets (Lexington Market and Northeast Market,
- Mondawmin Mall
- AARP community meetings
- Senior apartment buildings
- YMCA and other fitness centers

- MTA Mobility program
- Jewish Community Center
- Banks
- Pharmacies
- Churches (a list of faith-based organizations is on the faith-based subcommittee action plan)
- Food distribution sites (Meals on Wheels, Moveable Feast)
- Legal assistance organizations (Community Law Center, Legal Aid, etc.)
- Libraries